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BAR CONVENT BROOKLYN POSTPONED TO AUGUST 2020

BCB Offers Complimentary Admission for All Attendees

Brooklyn, NY (April 9, 2020)—Today, [Bar Convent Brooklyn](#) (BCB) announces the 2020 trade show will be postponed to August 11 & 12 at the Brooklyn Expo Center. The health, safety, and wellbeing of the hospitality community is BCB's first and ultimate priority. In support of the industry, BCB will be offering complimentary tickets for all members of the hospitality community to attend. In addition, BCB is dedicated to providing education and support by offering online resources leading up to the show and information during BCB that addresses the direct and essential needs of the industry.

For the past two years, BCB has operated based on a core value of supporting the spirits and bartending community. This enduring value guides their work as the hospitality industry faces the challenges of responding to COVID-19. "By August, we hope to have emerged as an industry together," said Paula November, BCB Event Vice President. "Until then, BCB will be launching an online industry resource platform and initiative on its website called 'We Are in This Together.' Bartenders are calling for immediate, strategic and practical support. This platform will have resources to actively assist the bar and beverage community."

Randy Field, Portfolio GVP of Reed Exhibitions added, "Our foremost priority at this time is to support and rejuvenate the industry. Our team is working diligently to innovate in new ways to deliver various channels for the hospitality industry to have the opportunity to engage, learn and grow professionally. One of our immediate investments is to ensure BCB is accessible to as many bar and beverage professionals as possible by providing complimentary admission to all attendees for the August show."

"We are proud to be a part of this industry," says November. "We will continue to provide a platform where we can unite, celebrate, and support each other."

BCB is launching the following initiatives:

- Exploring partnerships with hospitality job search organizations to post industry jobs online as well as provide a physical space to network and explore job opportunities at the show.

- Working with a premier NY law firm focused on the legal and licensing needs of the hospitality industry to provide educational content online on how to operate in these uncertain times.
- Providing a comprehensive list of relief organizations that offer practical and financial support. BCB will continue to highlight industry campaigns and initiatives that are providing support and funds to bartenders.
- Publishing a series of virtual industry seminars on BCB's website prior to the show.
- Profiling authors who work in the hospitality industry and their work alongside video excerpts and links to purchase. During the conference, authors will also be onsite to conduct meet and greets and read live excerpts.
- Hosting virtual competitions on social media channels to support the bartending community.
- Implementing industry best practices and increasing sanitization procedures to ensure the wellbeing of all exhibitors, attendees, partners, and staff.
- Recording and streaming segments of the conference via BCB's Facebook and Instagram pages for industry friends around the globe who are unable to travel.

“We hope that everyone stays safe. We are striving to create resources to keep our industry connected. Alongside the hospitality industry, the events industry has been hit hard. But united we can all emerge. BCB stands in solidarity with this community, and if possible, we're looking forward to standing in person with you all in August,” adds November.

While BCB has put a lot of things in place to support people in the industry, they are striving to do more. BCB is vigilantly monitoring the COVID-19 situation and its impact on the hospitality industry around the clock. The necessary precautions and resources are being put in place to offer support and to serve those who have served so many.

About BCB:

At Bar Convent Brooklyn, bar, and beverage professionals are invited to network with peers and learn about new trends, techniques, and products in the domestic and international markets. Attendees can also attend demonstrations, keynote addresses, and panel discussions with leading industry experts. Exhibitors at Bar Convent Brooklyn are carefully curated to feature primarily premium, craft spirit brands, and mixers. www.barconventbrooklyn.com

About Reed Exhibitions:

Reed Exhibitions is a leading global events organizer, with more than 500 events in 30 countries. In 2018, Reed Exhibitions brought together more than 7m event participants from around the world generating billions of dollars in business. Today Reed Exhibitions' events are held throughout the Americas, Europe, the Middle East, Asia Pacific, and Africa and organized by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX, a global provider of information and analytics for professional and business customers. www.reedexhibitions.com